

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. VIII.

NEW YORK, JUNE 21, 1893.

No. 25.

THE CLAIM ALLOWED.

GREAT IN QUALITY.

THE LARGEST IN THE WORLD.

Mr. W. R. Hearst of the *San Francisco Examiner* has capped the climax in the matter of World's Fair special numbers. His souvenir issue of the Columbian Exposition, covering 120 copiously illustrated pages and inclosed in an artistic wrapper in colors, reached the *Recorder* office yesterday, and the *Recorder* hastens to salute it as a big thing. It is great, not only in quantity but in quality. Of this leviathan of special newspaper editions half a million copies were printed, covering altogether 64,000,000 pages of matter, and weighing 437½ tons. Mr. Hearst claims that this is "the greatest paper ever issued in the world," and we guess his claim will have to be allowed.

The *Recorder* congratulates the *Examiner* and its go-ahead editor on this most notable expression of the genius and spirit of the progressive press of the Golden Gate.—*New York Recorder*, June 11, 1893.

A HERCULEAN PRODUCTION.

The West takes the lead in boldness and enterprise in publishing.

The *San Francisco Examiner* has just issued a World's Fair edition of 120 pages. Every line rings of Western progress and intellect. The advertising for the issue amounts to \$70,000.

The beautiful descriptions of our lovely California are of real value to literature.—*Boston Daily Traveller*, June 10, 1893.

The *San Francisco Examiner* has a Columbian edition of 120 pages, with a handsomely illustrated cover. It contains a number of very attractive articles, including a romance by Kipling, a story of African life by Stanley, a contribution by Joaquin Miller, numerous illustrated articles on Californian places and other specially attractive features. This is the largest newspaper ever published in the world up to date, and entitles its enterprising managers to the belt. We tender it the assurance of our most distinguished consideration.—*New York World*, June 11, 1893.

THE LARGEST EVER ISSUED.

The *San Francisco Examiner's* special World's Fair edition, published last Sunday, has reached New York. It is the largest issue of a daily paper ever sent out from a printing office, and contains 120 pages. It is filled with interesting and valuable reading matter, a special feature being made of the history of the development of California and Californian institutions. The cover is printed in colors, the general typographical appearance of the paper is neat and the press-work excellent. We congratulate our contemporary on its enterprise and on the possession of a staff and a plant capable of turning out such good work.—*New York Tribune*, June 11, 1893.

The Greatest Newspaper Ever on Earth.

E. KATZ, Eastern Agent,
186 & 187 WORLD BUILDING, NEW YORK.

Country Papers

reach the masses in the country all the year round. In the summer season they are read, *besides*, by their city cousins, friends and boarders.



More readers are reached during summer months than during winter months. Summer advertising pays when properly done.



One-sixth of all the country readers of the United States are reached weekly by the 1400 local weeklies of the Atlantic Coast Lists.



One order, one electrotpe, does the business.

Catalogue free.



ATLANTIC COAST LISTS,

134 Leonard Street, New York.

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BILL-POSTING NOTES.

By Wm. Reagan.

It does not require a very great stretch of memory to recall the time when bill-boards were almost exclusively devoted to amusements. Not longer than fifteen years ago commercial advertisers began to use space on bill-boards, and as near as I can remember umbrellas were the first articles advertised in this way, and patent medicines came next. The umbrella competition was fierce and hot, and also short-lived, while the paper of C. I. Hood and Warner's Safe Cure has probably occupied more space on bill-boards and in similar forms of outdoor advertising than that of any other patent medicines. In New York, Hood has splendid positions at the foot of all the L stations—the position, like the medicine, being “peculiar to itself.”

Among other concerns that use bill-boards in New York to advertise articles that are well known are the owners of O. F. C. Whisky and Admiral Cigarettes. The Admiral people, I understand, are spending money on bill-board space at the rate of \$20,000 a year.

The latest commercial concerns to use this form of advertising are the local retailers, who were formerly identified almost entirely with newspaper advertising, and who still spend a large proportion of their advertising appropriation with the newspapers. The big dry goods concern of Ridley & Co. is the leader in this respect. Williams & Co., of 125th street and Third avenue, and D. S. Walton, at 51st street and Eighth avenue, and others also spend considerable in poster advertising. There are many firms of local retailers who spend \$5,000 and over a year in this way. Then, outside of liquor and tobacco advertisements, there is Sapolio, Higgins' Soap, Dixon's Stove Polish, Reckett's Blue, and lots of other articles. Nicoll the tailor, uses lots of space, probably spending \$10,000 a year in

New York City alone for paper and putting up and rent of space. Chocolat Menier is branching out in great shape, and I have recently made a \$50,000 contract with the concern. The contract calls for their paper being displayed in about every city and town of any size in the country. It is distributed in this manner: I receive the paper and ship it to a bill-poster in each town, sending from twenty-five to five hundred sheets to each place, according to its size. The sticking up is done by the local bill-posters, from whom I get a commission of ten per cent. In this respect my relations with the advertiser are similar to those of a newspaper advertising agent. An advertiser can place paper on bill-boards cheaper in a big city than in small places. This is because there are usually a number of bill-posters in large cities, and the competition regulates rates, while in small places there is usually a monopoly, and the local magnate charges about what he chooses.

A short time ago walls and fences were in great demand, especially along the line of the L roads, but now they are being relegated to the rear, and roofs and sides of houses are becoming popular. They are considered as choice space, and many owners of comparatively small houses receive \$300 a year for the use of the roofs alone.

I do not think that the commercial advertisers, who use bill-board and other similar space, decrease their newspaper advertising. On the contrary, I know of a number who have used more newspaper space since they have gone into bill-boards. They seem to regard it as an accessory to newspaper, magazine, L and horse car and other advertising.

The Bill-Board Law, which was passed in 1877, did much to help the business, especially with general advertisers. Previous to that time many pirates pasted paper over other posters, and were brought to no particular account for it. The law stopped this

by making it an offense, punishable by a fine of \$10, to paste over paper without the consent of the owner. The regular New York rates for posters are 3 cents a day for a one-sheet poster on an ordinary bill-board. An eight-sheet poster is 24 cents a week, there being very little discount.

For a 9x7-foot space on a good roof we frequently get \$25 a week.

IMPROMPTU ADVERTISING.

By John S. Grey.

The aptitude for utilizing current events successfully as a vehicle for one's advertising is extremely rare. A great many try to be "up with the times," as they call it; but the failures to produce anything ingenious enough to be attractive greatly outnumber the successes. Yet this facility for extemporaneous adaptation of popular topics in an advertisement is one of the chief elements necessary among the many essential qualities of an "expert."

Probably a few striking examples of impromptu advertising may be of interest to those readers who like to be "up to date" in their own announcements, so I present a few instances which I remember to have been very successful, even from a financial standpoint, which, by the way, is not always the main object of shrewd advertisers.

The winter and spring of 1886 were disastrous seasons to the working classes of the English metropolis, and it was estimated that over 200,000 men were out of employment in London at that time. In response to the clamors of this vast army of idle workmen, a fund was opened at the Mansion House for the relief of the sufferers. Like all public charities, however, the distribution of this fund was extremely tardy, and many were the bitter outcries against delay and sarcastic allusions to the phrase, "Live horse, and you'll get oats." Many were half-starved before they received any relief, but even out of all this misery the American advertiser was able to pose as a real benefactor and reap in the shekels as well.

"Yours merrily," John R. Rogers, then the husband-manager of Miss Minnie Palmer, had his star fulfilling a six months' engagement at the Strand Theatre. Johnnie and Minnie talked over the matter of the London poor

crying for bread, and both agreed that it was a shame. Minnie would gladly give £100 to the fund, but what was the use when the hungry people would not get a penny of it for a week or ten days? Johnnie had a better way of spending that hundred pounds.

So he called a cab and was driven off to the head office of Mr. Neville, the great London baker, a man whose 200 wagons supply the city with tons of pure white bread every morning. Mr. Neville's loaves retail at six cents, but he took a contract from Rogers to supply 10,000 loaves at five cents apiece to the Strand Theatre next evening, the only stipulation on Mr. Rogers' part being that each loaf should be specially branded on the bottom: "Minnie Palmer—My Sweetheart." Then he inserted an ad in all the next morning's papers, which read that between the hours of three and six, that afternoon, free bread would be distributed to the needy poor at the stage door of the Strand Theatre. Every paper in London commented on Miss Palmer's practical sympathy with the poor, provincial journals copied the eulogies, "and the fame thereof went abroad into all that country."

That edition of 10,000 loaves was snapped up in less than an hour. At least five times as many people applied as there were loaves, but it was a case of "first come, first served."

Talk about throwing your bread upon the waters! John R. told me subsequently that \$2,000 would not have bought the free advertising he got for his star. Yet not one in a hundred people ever "tumbled!"

At the end of the first celebrated Tichborne trial, when Arthur Orton was suing for possession of the baronial estates, judgment was not only given against him, but he was arrested for perjury.

An enterprising tailor put out this appropriate dodger the morning after the plaintiff was non-suited:

THE CLAIMANT LOSES HIS SUIT.

but we can make him a more satisfactory and less expensive one to order on short notice. Scotch Tweeds and Cheviots £2 2s.

It caught the town, simply because the Oxford Street tailor was quick to avail himself of an opportunity. The Tichborne case was the absorbing topic of the hour, and so the catchy dodger interested everybody who saw it.

The morning after the last Presiden-

tial election the newspapers contained this impromptu advertisement from a Brooklyn shoe house. By many people, therefore, it was read simultaneously with the returns and result.

The Democrats now are beginning to show how they won the great battle for Grover. They wore Cousins' shoes, that's the reason, you know.

Why they had such an easy walk over!

One can see at a glance that this quatrain could have been easily changed in favor of the Republican party had the election gone the other way, so we may reasonably suppose that the verses were prepared ahead. But it was the timely appropriateness of the jingle that "caught on," much more than the party sentiment it contained.

It is recorded that one of the drivers of Adams' Chewing Gum wagons, while carting a load of goods to Harlem during the heat of last August, saw a well dressed man, who was evidently intoxicated, "resting" at full length on the sidewalk somewhere uptown on Third avenue. The recumbent party was surrounded by an amused crowd of on-lookers, but no policeman was in sight. The advertising instinct suddenly seized the driver of the wagon, who dismounted, and, elbowing his way to the prostrate man, tied around his neck a card bearing the well-known legend:

**"FOR THAT FULL FEELING
TRY ADAMS' PEPSIN TUTTI-FRUTTI."**

Messrs. Adams & Sons Co. should get another driver and promote this wag to the advertising department, where his intuitive perception of the eternal fitness of things will qualify him to shine conspicuously.

It would be quite a profitable experiment for those retail merchants who write their own advertisements to keep track of the most popular current events and infuse a little of the "news" into their announcements, but this must be done skillfully and with due regard to relevance. At first it may seem difficult, but practice will make it easy, and tend to perfection in the "art."

Study the most popular topic—the present theme of general conversation, the trend of local feeling on some matter of importance, and make mention of it in your advertising. Don't let the allusion be far-fetched either. Avoid subjects that are repugnant to good taste or likely to cause resentment. Don't introduce politics if you

can help it—your customers are on both sides of the fence.

If you can be humorous without being vulgar, do not lose the opportunity. A little fun is a judicious leaven in advertising. But, above all, be "up to date." Be the first to have your advertisement in harmony with the events of the day; keep it up, and you will always be original and attractive without any apparent effort—even to yourself—at being so. People who read the papers, and also your announcements, will recognize that you are quick to perceive, quick to act, progressive, enterprising, entertaining, and imbued with the spirit of impromptu advertising.

A BENEFACTOR OF MANKIND.

An advertiser in the Island (Vt.) *Herald* takes the following method of soliciting the patronage of his fellow-townsmen:

A Message to the People of Island Pond and Vicinity, by M. H. Davis—Do you know who has stood by you for the last fifteen years and guarded you against the curse of ring and monopoly, which will lead you to short rations? If not, I will once more remind you that I claim to be the man. I am the one that lit down in my old birthplace about seventeen years ago, with a determination to put a stop to robbery in the form of exorbitant prices on merchandise retailed to the laboring class. A laborer myself, I was obliged to leave my home to accumulate sufficient money to embark in trade, and pay the old debts left behind—quite a task, I assure you. My old townsmen will remember that I did start in trade, and all the efforts of my competitors to put a stop to my intentions drove me to "strict economy," and this has been my motto to this day.

Now, my dear friends, I am still with you—not as I was seventeen years ago, with only a few groceries—but I now have the honor of being the oldest firm in my dear old rocky home, Brighton, Vt., and with a very full line of groceries and provisions, and with a very full line of boots and shoes, and with a very full line of ready-made clothing, hats and caps, carpets, rugs, stoves, furniture, cutlery, tinware, glassware, crockery, clocks, watches, organs and sewing machines, wagons, wood, etc., etc. Patent medicines of all kinds, and my medicines are backed by bankable drafts in every package, and in case of no cure, no pay. I would say right here that I never intended to intrude on the medical fraternity, but I find the wants of the people demand it, and I am determined to stand by my old friends, inasmuch as they stood by me.

Space will not permit me to quote all the articles I carry in stock.

I defy competition. I don't want all the trade; I am content with a small share, but I wish to say to those who desire to buy goods at the very lowest possible prices to call on me, and I will take pleasure in showing all such through my stock. Yours most respectfully, M. H. Davis, the People's Friend, Derby street, Island Pond, Vermont.

READY-MADE ADVERTISEMENTS.

Original Suggestions From Various Contributors.

Readers of PRINTERS' INK are at liberty to make use of any advertisements appearing under this head, but will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 150, New York City.

For House Furniture.

ROCKERS

for stoops and verandas. Fine white willow work in artistic designs. Strong, handsome, durable. Prices from \$1.75 up.

ROCKERS

for Kitchen and Dining Room. Comfortable, well-built, and light. Combining the useful and beautiful. From \$2.50 up.

ROCKERS

for Parlor, Library and Reception room. Handsomely upholstered in Leather and Plush. Fixed bases. Prices \$5 up.

FULL, LINE & CO.

For a Fish Dealer.

**IT SAVES
LYING.**

When you've had bad luck in your day's fishing don't sneak home through the alleys. Come to us and pick out the fish you wish you had caught. Answer inquiries by showing the fish—it will save lying.

Delicate—palatable—healthful. Those words describe fish as a food. Nothing tastes better—nothing is better. Always the finest and freshest at

THE FULTON FISH MARKET.

For a Haberdasher.

Natty

© © ©

New

© © ©

Neckwear

© © ©

for Summer.

London says wear this, and Paris says wear that, but to be in line you must wear both; not at the same time, however. Artistic taste is "bred in the bone." Our Neckwear buyer has it—his selections prove it. Extreme novelties—dainty colorings, new shapes—and, in fact, anything you might desire for a summer tie. The latest London and Paris fads as well as moderate priced goods are in our collection.

"SEEING IS BELIEVING."

J. B. WELLS, SON & CO.

For a Dry Goods Store.

DUST

Is said to be matter out of place. Surely dust on your garments is out of place. Buy a brush and remove it. A good cloth brush at 35c. A whisk broom at 20c. Equally good values in better grades.

H. H. HAY & SON.

For a Shoe Store.

**QUESTION—
—SHOES?**

**BEST LOOKING
MOST DURABLE
EASIEST FITTING
LOWEST PRICED**



**THEN YOU WANT
THE**

**Standard
Shoes!**

For a Tailor.

Big Lapels

are the distinguishing feature of the newest sack coats. The ready-made clothiers haven't quite got the idea yet—but they'll get there—next year, perhaps. In the meantime, if you want to be

Well Dressed,
in a suit that is correct in every respect, you will come to us. No extra charge for posting you in regard to styles and materials.

To Advertise Matches.

192,000 MILES A Second

Light is said to travel through space. Do you ever think of this when you scratch a match? Doubtless the sulphur from the ordinary match reminds you of how rapidly odor travels.

We have parlor matches for only 8c. a box, 500. Wax matches almost as cheap. In the same window you will notice night lights and many little comforts for the sick room.

H. H. HAY & SON.

For Sporting Goods.

The Tale of The 8-lb. Bass.

About the time the robins come, and tender little buds show themselves on bare trees, a vague feeling of unrest comes over a man. It's a feeling that means fish. After it first clearly defines itself he never knows happiness till he is sitting in his boat, a big straw hat on his head, and his finger on the reel. And then the 8-pound bass breaks the tip and gets away!

Tips that are strong, rods that are light, quadruple multiplying reels, irreproachable lines, and hooks innumerable are in our stock. In fact, we have everything in sporting and base ball goods, at easily reachable prices.

CHAS. MAYER & CO.

For a Druggist.

A
SPONGE
FOR
YOUR
FACE,
BATH,
NURSERY,
CLOTHES,
DOG,
KITCHEN,
CARRIAGE,
BOAT.

HAY'S PHARMACY

Is Having a Run on Them
This Week.

For a Piano Dealer.

"SOME ONE HAS BLUNDERED."

When a poor piano is sold there's a whole series of blunders behind the transaction. In the first place it's a blunder to make a poor piano, if the maker only knew it. It's even a worse blunder for the dealer who sells it—hurts his reputation—loses trade in the long run. The buyer's blunder seems greatest, because it is paid for quickest—most directly. A bad musical instrument is a dead loss. It is worse than none at all. Like all losses, there's a way to avoid it. The way leads into our store. It leads to a Steinway, a Halse, a Gabler, a Sterling.

TONE, TOUCH & PEDAL,
247 Octave Ave.

For Men's Clothing.

SENSIBLE SUMMER-WEAR.

It's the time for light-weight suits, not on account of the caprices of fancy, but rather the dictates of common sense and comfort.

Did you ever try a blue serge suit for summer wear? They're the best kind of goods for knock-about, "free and easy" service. Always look neat, always seem "in place," on sea or land, in the office or on the beach, in the city or the country—anywhere in fact.

We have them in all sizes, different grades, from \$12 upwards. We should just like to show you a suit, and let the goods continue the argument.

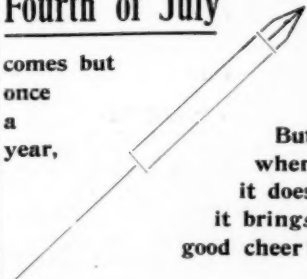
D. DASH & SON.

For any business.

Fourth of July

comes but
once
a
year,

But
when
it does
it brings
good cheer!



Buyers will find good cheer at our store in the shape of a wonderful aggregation of bargains. Here are some of them,

MAKE YOUR ADVERTISEMENTS VIVID.

Suppose a person should rush from a building burning in an inner unseen apartment, and exclaim, "Fire! fire! run for your lives!" but voicing these exclamations in measured, moderate tones, such as are generally employed in ordinary conversation, what effect would they have? Who would be moved by them, who believe them?

Suppose that a dry goods store has, by some method or means, evoked an extraordinary and spontaneous sale of goods. The store is crowded the first day. The merchant desires to keep the sale going, which is usually an easier matter than to start a new sale. Thereupon he announces in the newspapers, as many others have done:

"Our store was filled with a great crowd yesterday at the—sale. Sale continued to-day. Come to-day if you didn't yesterday," etc.

True enough; but statements of this make-up lack the impulse, the semblance of the reality, to arouse their readers. The form of announcement is too ordinary, worn out, threadbare. With a crowded store the merchant is happy, elated, good-humored. The advertising should reflect the mood; and be drawn in terms emphatic, lively, imaginative. Catch the true spirit of the scene, Mr. Merchant. Put the essence of it into the newspapers. For the second day or second week of the sale wouldn't something like this be more stirring and enthusiastic?

Was There Ever Anything Like It?

Long before 9 o'clock a great company filled the sidewalk in front of our store.

Down the street, up the street, the dense crowd waited patiently for the doors to open.

Every one of the hundreds knew that great bargains awaited them.

Every one knew the value of our promise. They were there because of that promise and because of their faith in it.

They filled the store in a moment; they saw and they were conquered.

They came pretty near conquering us, too. We were obliged to close the doors at times, the store was so full.

How our clerks bent to the work!

How the goods went! and then, when night came, how the hands went down, tired with the strain, every eye bright though, BECAUSE every clerk knew that one of the greatest days in our history and in their history had passed.

To-day the work will be continued.

Doors open at nine, to give us time to get all things in order.

You'll come again for more of the goods you bought yesterday.

You'll come with your friends whom you told "all about it."

The same bargains will be here, just what you'll want this spring.

We'll welcome you again, and all your friends.

Does not the above read more nearly as if the merchant were actually and verbally telling the story of the day to somebody? It seems as if he wrote it right in the midst of the rush and stopped to catch his breath between each sentence.

The public's imagination must not be left to conceive the scene of the great sale and the crowded store. Use your own imagination, Mr. Advertiser, or the people will be partly insensible to the facts of your great store event.—*Dry Goods Economist.*

A NUISANCE.

From Town Topics.

There is a statute of the United States which forbids the sending of lottery circulars or obscene matter through the mails, and thus to that extent the public is protected from a nuisance. It is a pity that the law did not go far enough further to stop the intolerable practice which tradesmen have run into of late of sending out under sealed and duly stamped envelopes, exactly like a letter, a circular advertising some of their goods or their business. A man well known in society finds about half his morning mail, which he is put to the trouble and loss of time of opening, composed of this sort of annoying matter. Surely, in a country where newspapers and journals of every sort are so plentiful and so generally read, their advertising columns ought to afford ample chance for everybody to make known to the public his or her business. People can read these advertisements or not, then, just as they like. If one's time is limited in the morning, one can read the news and skip the advertisements. Not so with one's mail. A man feels bound to open sealed envelopes addressed to him, and that he should be frequently vexed to a point causing him to resolve never to patronize the person who imposed the circular on him, is not a matter of wonderment. I suggest to tradespeople that at least they should restrict this sort of thing to circulars sent with penny stamps, unsealed, and give the victim the opportunity of chucking it into the waste basket at once.

BANDITS FOR ADVERTISING PURPOSES.

From the N. Y. Commercial Advertiser.

Corralling the fierce bandit and using him as a picturesque advertising sign is becoming a business. Several weeks ago Senor Garza, in one of the great avenues, was perched in the window of a haberdashery and labeled: "Captured by the Blanks," the name of the firm. The senor wore an immense sombrero, a gold watch chain a yard long, fancy stripes down his trousers' legs, and long hair a la Buffalo Bill. His looks drew great crowds. But something has happened, for the bandit, it seems, has been captured by a drug store next door to Blank's. There he disports his border costume and his fierceness, and a label tells that he has discovered soap. Thus the merry competition goes on, and Garza, the only genuine bandit on exhibition, is coining shekels at per diem rates instead of slaughtering at cut rates.

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A JOB press, 14x22. DWIGHT KEMPTON, Summerland, Cal.

A MANUAL full of helpful hints on newspaper advertising, for 50 cents. Address Printers' Ink.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

WANTED—Young lady stenographer, of four years' experience, desires position. Address "Q," this office.

WE want a list of reliable druggists in the U. S. who handle cigars. Address CORTEZ CIGAR CO., Savannah, Ga.

WANTED—Lists of names of Theosophists, Spiritualists, Christian Scientists. Address "ZELLA," Union Village, Ohio.

WANTED—Publishers send sample copy and advertising rates of their papers to W. J. HAYNE & CO., 435 Dearborn St., Chicago.

50,000 AGENTS' letters for sale or on loan. All 1892 letters. Prices low. For samples and address Box 15, Bachmanville, Pa.

FIRST-CLASS 19th century circulator for one of the leading newspapers of the U. S. Must have highest testimonials. Address "LIGHTNING," care Printers' Ink.

WANTED—A sober young man, that understands all the branches of the printing trade, especially job, wishes employment. Address J. COLUMBIA, care Printers' Ink.

WE reach the people—the CANTON (Ohio) VOLKS-ZEITUNG. Daily, established 1838; weekly, 1879. Only German papers in Stark county. Send for rates and sample copy.

WANTED—Orders—We set type, furnish paper and print; stories, departments, miscellany for padding; modern presses; lowest prices. UNION PTTG. CO., 15 Vandewater St., New York.

TWO YOUNG MEN—Having built up one of the leading daily newspapers of the East would like to locate in new field. East or West. Correspondence solicited. "D. M. H.," Printers' Ink.

WANTED—Situation by young man of fifteen years' successful experience as advertising and business manager live daily paper in city of eighty thousand. First-class references. Address "C. L.," Printers' Ink.

EXPERT "ad" writer and window dresser, passable artist and successful retail man, aged 37, has earned double his salary of \$1,500 in sale of ideas first used as store "ads." More money wanted. "CANADIAN," care Printers' Ink.

WANT ADVERTISEMENTS in PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

EMBOSSING attracts trade. Ideas on every one of the 160 pages (9x12) of "A MINT OF HINTS" that are worth cost of entire book, \$2.00, post-paid. Send for sample page. GRIFFITH, AXTELL & CADY CO., Embossers, Holyoke, Mass.

WANTED—To furnish News, Original Stories, Miscellany, Farm, Irrigation and Mining Articles for a few good weeklies. Fifteen years' experience as correspondent, reporter and editor. JOSE SHOMAKER, 83 "F" St., Salt Lake City, Utah

LUCKY MAN—Have in my possession a plant which has cured every case of epilepsy or fits where it has been tried. Want person with \$30,000. He can make a \$1,000,000. Call or write for names of patients and particulars. 49 N. Willow St., Montclair, N. J.

CRANKS WANTED—To cranks the world owes its greatest reforms. There is one building and loan crank in every community, and we want to know him. Send a card to THE NATIONAL BUILDING AND LOAN HERALD, 136 Liberty St., New York, N. Y.

WE WANT to do good printing for you. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

EASTERN special agency for one or two more leading daily Western newspapers desired by a well-known special agent of experience, responsibility and large acquaintance, who offers best possible service and refers to past record in this line. Address "EASTERN REPRESENTATIVE," care Printers' Ink.

TO an advertising man, who can command a good line of general advertising, an exceptionally fine opportunity is offered—can buy an interest in an established advertising agency now doing a splendid business. Money no object without the man. Address "CONFIDENTIAL," P. O. Box 1,370, Boston, Mass.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

SEATTLE TELEGRAPH.

THE LIVINGSTON ENTERPRISE, the leading weekly paper of Montana.

ALBANY, N. Y., TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

WISCONSIN AGRICULTURIST, Racine, Wis., circulation over 30,000, proved by P. O. receipts. Advertising only 20 cents a line. World's Fair office 215 Dearborn St., Room 1101, Chicago.

COLUMBUS, Central, Southern, and Southeast—Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 25,900—cover the field. All leading advertisers use it.

THE HUDSON (N. Y.) DAILY REGISTER was one of the original members of the Associated Press, and still retains high rank in that powerful news organization. The REGISTER is the favorite home paper. M. PARKER WILLIAMS, Editor and Proprietor.

THE JUDICIOUS ADVERTISER always seeks to attract the attention of the greatest number. By using the SPOKANE CHRONICLE, the leading daily paper of Eastern Washington and Northern Idaho, this result is effected. It pays to keep everlastingly at it in a paper which everybody reads. Rates quoted upon application.

CLASSIFIED ADVERTISEMENTS in PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 4 lines (25 words or less) will be inserted once or two lines (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

THE ENTERPRISE, Brockton, Mass., solicits, through Printers' Ink, good class of advertising, and no other. Don't send any proposition for blind or aside advertising, or lost neighborhood, or pennyroyal pill remedies. Our circulation exceeds 7,000 copies per day, and is unquestioned. Ad rates, 17c. and 23c. per inch per day. Five-line solid ads, \$1.50 per month; six days, 50c. Population of Brockton, 30,000; 5,000 more in adjoining towns tributary to Brockton. The ENTERPRISE is well printed, ads tastefully displayed, and is read by a large number of intelligent middle-class people, who earn good wages and have money to spend. Send for specimen copies.

FOR SALE.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

GAZETTE ADVERT RECORD—For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 35c. AM. ILLUS. CO., Newark, N. J.

ONE of the best local papers in Central N. Y.; complete outfit. Address "J. S.," Printers' Ink.

PRESS \$ by 12, Baltimore Rotary Jobber. Good as new. Will sell cheap for cash. Address Box 15, Bachmanville, Pa.

\$3,000 JOB PLANT for \$1,500. Chance of a lifetime to get into business for yourself. Address "CARRIER 9," Akron, O.

\$500 CASH, bal. long time or real estate near Philada., buys Dem. Iowa paper; co. seat; forty quires; estab. 1872; good business. Address "DASH," Printers' Ink.

FOR SALE—Southern afternoon paper in city centrally located; 35,000 inhabitants; three through trunk lines; healthy. Large circulation; good advertising patronage. Address, for particulars, "S. A. P.," care Printers' Ink.

WHITE MOUNTAINS—For sale or to let, a handsome, roomy, attractive summer residence and farm; fully furnished and stocked. For illustrated descriptive circular and full particulars, address "G. P. H.," P. O. Box 672, New York.

FOR SALE—At a bargain, lot of "Contour" type (slightly used), consisting of 9 fonts 12-point, 5 fonts 24-point, 5 fonts 48-point and 1 font 36-point, complete. Also 9 pounds figures. Write for proof sheets. Address "BEE HIVE," Printers' Ink.

JOB printing office, run by electricity. Established 10 years; enjoying splendid patronage; in the best town in North Carolina; 3 jobbers, 1 Cottrell cylinder, new. Terms easy. Reason for selling, change of business. C. G. LANIER, Winston, N. C.

PREMIUMS.

BOOKS FOR PREMIUMS—If you want to use books we can supply you at lowest prices. Address J. S. OGILVIE, 57 Rose St., New York.

NEW illustrated catalogue of the best premiums for newspapers and manufacturers now ready. Send for it and get new business. HOME BOOK COMPANY, 143 and 144 Worth St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

KOMIC KUTS for newspaper advertisers. 50 for \$10.00. ADVERTISING FIEND, Cadiz, O.

ADVERTISING cuts suitable for any business. Send for catalogue free. Address MERCHANTS' ADVERTISING CO., Scott & Bowne Building, New York.

ADVERTISEMENT CONSTRUCTORS.

IT is our business to write advertisements. Will you write to ADV. FIEND, Cadiz, Ohio?

ADS. circulars and catch-phrases prepared. SCARBORO, Box 68, Station W, Brooklyn.

CATCHY, artistic ads written. Designs and illustrations for labels, catalogues, letter heads, etc., produced in effective manner. HOWLAND, Box 612, Rochester, N. Y.

ADS of all kinds, primers, pamphlets and catalogues prepared in original, effective form. Illustrations made and entire charge of mechanical work assumed if desired. Address JOHN Z. ROGERS, 799 Monroe St., Brooklyn.

ADDRESSES AND ADDRESSING.

IF you wish to buy lists of names, advertise for them in Printers' Ink.

IF you wish to sell lists of names, advertise them in Printers' Ink.

ADDRESSES and Addressing—The U. S. Addressing Co., 138 Liberty St., N. Y., furnish reliable typewritten lists of any trade or profession at moderate prices. Send for estimate.

A NEWLY-COMPILED LIST of 22,000 advertisers, with their commercial rating, for \$15. For fuller information, address PUBLISHERS' COMMERCIAL UNION, Evening Post Building, Chicago, Ill.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

ADVERTISING NOVELTIES.

MAILABLE novelties wanted. A. D. PERKINS, 11 & 13 Center St., New Haven, Conn.

LETTERS reproduced; any quantity (deceptive imitations). Individual addresses added to match. KING, 39 William St., N. Y.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

THE COLUMBUS PUZZLE (copyrighted). Latest advertising novelty, combining timely and effective advertising at low cost. Send stamp for samples. COLUMBIAN ADVERTISING COMPANY, Provident Building, Philadelphia.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

SUPPLIES.

LEVY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

"PEERLESS" CARBON BLACK. For fine inks—unequalled—Pittsburg.

TRY TYPE from BRUCE'S NEW YORK TYPE FOUNDRY, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd, 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

BILL POSTING & DISTRIBUTING.

I NAIL up signs and distribute circulars. J. F. ROWELL, Stamford, Conn.

D istributing in all its branches, at reasonable rates. Address N. B. THORNE, Hartland, Me.

C. ly distributes advertising matter, papers, samples, etc., direct to consumers in Northern Vermont. Faithful service guaranteed. Write for terms.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$4.50, or \$25 a year. Cash with the order. More space 25 cents a line each issue.

MISCELLANEOUS.

LEVY'S INKS are the best. New York.

VAN BIBBER'S Printers' Rollers.

RIPANS TABULES banish pain and prolong life. Your druggist will supply them.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, postpaid, on receipt of 50c., the cost of the "Binder." Address PRINTERS' INK, 10 Spruce St., N. Y.

TO the readers of "Printers' Ink" who have not already received it, a copy of the Magnificent Catalogue of "KELOGG'S LISTS" will be sent free upon application! This book contains nearly One Hundred full-page illustrations representing fac-similes, in colors, of some of the leading articles advertised in those celebrated lists. A. N. KELLOGG NEWSPAPER COMPANY, 67 Tribune Building, New York, and 370 Dearborn St., Chicago.

ONE OF THE SIX GREAT JOURNALS OF THE COUNTRY.

In the steady advance that American newspapers are making, there has been no more conspicuous example of progress than the *San Francisco Examiner*.

It is the judgment of most unprejudiced newspaper men that the *Examiner* is one of the half dozen papers that are entitled to be grouped as journalistic leaders.

It is cleverly written and soundly edited, and enterprise shows in every line of it. Particularly, it is excellent in illustration.

Mr. Hearst's ability to produce a great newspaper was strikingly shown in the *Examiner's* Columbian number, issued Sunday, June 4. That issue contained 120 pages, with a handsome lithographed cover. Unlike most of the bulky "special numbers" that newspapers have issued at various times, every line of the Columbian *Examiner* was worth reading.

Its first object was the patriotic one of exhibiting California and her industries in the most favorable light. The object was certainly attained. California's manufactures, her fisheries, and, above all, her vineyards, not to mention her literature and art, were treated of extensively, and illustrated with pertinence and picturesqueness.

The *Journal* extends its heartiest congratulations to its Golden Gate contemporary.—*New York Journal*, June 11, 1893.

THE "SAN FRANCISCO EXAMINER."

On Sunday, June 4th the *San Francisco Examiner*, one of the brightest and best edited papers published in the far West, issued a "special Columbian World's Fair edition," which, from both a literary and artistic standpoint, was excellent. The *Examiner* is not the first paper to publish a special World's Fair edition—some that we have seen have been decidedly praiseworthy—but it can be truthfully said that this number equals if it does not surpass those thus far issued commemorative of the great exhibition at Chicago. It seems high praise, but it can be safely added, that this issue of the *Examiner* compares very favorably with that mammoth, though tasteful edition of the *New York World* of Sun-

day May 7, when that great daily celebrated its tenth anniversary under the guidance of Mr. Joseph Pulitzer.—*Philadelphia Ledger*, June 12, 1893.

EDITOR HEARST'S GREAT PAPER

The palm for the big editions goes to the *San Francisco Examiner*. Last Sunday morning it issued a special World's Fair edition which consisted of 120 pages, and several of the pages are in colors, too. Among the contributors are Bret Harte, Joaquin Miller, Allen P. Kelley and others of equal reputation. The edition arrived in New York yesterday, and Mr. Isaac Allen, New York correspondent, presented a copy to *Daily America*. It would take several days to read this edition of the *Examiner*, but one can see at a glance that Mr. William R. Hearst, its editor, has an eye for the beautiful, and Mr. Samuel Chamberlain and the other bright young men who follow Mr. Hearst's instructions have a knowledge of newspaper making that is not excelled in this country.—*New York Daily America*, June 11, 1893.

A LITERARY MASTERPIECE.

The *Examiner* of San Francisco issued on Sunday morning, June 4, a "special Columbian World's Fair edition" of 120 pages, which is an artistic, typographical, and literary masterpiece. Its readers were greeted with a frontispiece in colors, in which were presented a very beautiful young woman with wings, some very beautiful roses, and a very beautiful boy. The contents of this special edition are diversified and entertaining. History receives a valuable addition in an authoritative and well-illustrated account of how Sullivan was licked, and the beauties and advantages of the towns and cities of California are entertainingly recorded. The topics of missions, fruit growing, irrigation, mining, ocean transportation, trees, fish, and big game are all well considered, and the conclusion is an instructive essay on the greatness of the *Examiner* as a daily newspaper.—*New York Times*, June 11, 1893.

The little 50 page, 60 page, 75 page and 100 page issues are quite outdone by W. R. Hearst's 120 page number of the *San Francisco Examiner*.—*Boston Record*, June 13, 1893.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES :

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK JUNE 21, 1893.

PRINTERS' INK has had somewhat to say concerning "small advertisers," and suggestions have been made that more space should be devoted to the interests of this particular class. But PRINTERS' INK is cosmopolitan; it is intended for all advertisers, without distinction, and holds that the generally accepted rules applicable to the one who expends upwards of \$100,000 in the newspapers may be observed with equal propriety by the one who expends \$250, or even a smaller sum still.

Most failures in advertising are to be attributed to the vanity of the advertiser, who thinks he knows it all, and who, disregarding wise instruction or the example of others, begins *ab initio* upon maxims of his own, and pursues them until he accomplishes his undoing.

It is the man of experience who investigates every step of his way, and has a reason for every action. It is the novice who thinks he knows a better way, and follows headlong the direction of his own fancy, until he fails disastrously, and then cries out: "I have tried it, and it doesn't pay."

The large advertiser usually begins in a small way; as he succeeds he increases his expenditure and his business proportionately. Those who are denominated the small advertisers of to-day, if they pursue a right path, and have a business capable of warranting it, will be the large advertisers of to-morrow. Some of the most noticeable mistakes of the beginner are these: He trusts too much to his own judgment. He thinks he can select the mediums that will pay him better than one of experience in such matters. He is governed too much by amount of circulation and not enough by its quality. He favors the papers he likes to read, imagining they must, of course, be also best for his adver-

tising purpose, and ignores those which he personally dislikes. Many a country merchant or other tradesman advertises liberally in the local newspaper with which he is in sympathy, politically or otherwise, but ignores a better one, opposed to him in politics or some other issue of the day. The Prohibitionist will select the Prohibition paper of his town or county almost universally in preference to a neutral newspaper having a better circulation among the very classes he desires to reach. The Baptist will pay the Baptist paper he reads \$50 rather than \$25 to the Presbyterian paper he dislikes, but which would give him twice the service for the money.

Again: He prepares a list of papers without experience or knowledge; sends it to a host of agencies, requesting from each one an estimate for a certain number of lines a certain number of times; accepts, of course, the *lowest* estimate, without regard to the quality of the service to be returned him, and thinks he has done a smart thing. The service received and the price paid in such cases usually agree. He pays too little attention to his advertising matter—is too economical in the use of space in electrotypes and proper display. The remedy for all these errors is so obvious, comment thereon appears unnecessary.

WM. REAGAN, of Reagan & Clark, the well-known New York bill-posters of 21 Ann street, contributes an article to this issue of PRINTERS' INK, descriptive of his peculiar business. He is the oldest bill-poster in New York, and has seen many changes in the business. At one time amusement "paper" was about all he put up, and it was never thought that general advertisers would use bill-board advertising to any great extent. Now we learn that one well-known newspaper advertiser has made a \$50,000 contract for this form of accessory advertising.

THE Elberton (Ga.) *Star* issues a rate-card, from which it appears that the rate for a column for a year is \$100. This announcement accompanies it: "We have taken considerable trouble in formulating the following low rates of advertising." On its letter-head appears this announcement: "Largest circulation of any Georgia weekly. The Atlanta *Constitution* will please take notice!"

PRINTERS' INK invites advertisement writers to contribute to its department of "Ready-Made Advertisements." For all accepted matter the writer will be paid, and, if desired, his name will also be printed in connection with his work.

THE Memphis *Commercial* guarantees to its advertisers 12,500 actual bona fide daily subscribers, and 15,500 Sunday subscribers; also 40,000 subscribers to its weekly edition, and further, that it has 50 per cent more daily and Sunday circulation, and 100 per cent more circulation for its weekly edition than the Memphis *Appeal-Avalanche*. In putting out this announcement, Mr. W. G. Holmes, the business manager, asserts that: "It has been found necessary to counteract the fraudulent statements made by the *Appeal-Avalanche* in recent newspaper directories.

It has been asserted that there is a Post-Office law or regulation making it illegal for a publisher to mail newspapers at second-class rates when a contract has been made with an advertiser that the edition shall consist of a specified number. A case having been recently submitted to the officer of the P. O. Department at Washington who has charge of such matters, he makes the interesting point that publishers, in such cases, are what King David said all men were: liars. Interested persons are referred to the case of the *Hearst*, printed on another page under the heading of "Postal Usages."

COL. JAMES GAYLER, who was at one time reported to be the choice of the Administration for the position of Postmaster of New York, and who has held the office of First Assistant Postmaster of this city for many years, is advocating the enactment of a law advancing the rate of postage on all sample copies to four cents a pound. Last week was reprinted a letter addressed by him to the New York *Evening Post*, together with a letter from another correspondent on the same subject. Col. Gayler was recently approached by a representative of PRINTERS' INK, who had the following conversation with him:

"Col. Gayler, I notice, in the New York *Times* of June 5, an interview with you, in which you state that the postal service is congested with tons of trash in the guise of second-class

matter. Were you correctly reported in that interview?"

"Yes; it was in substance the same as my communication to the *Evening Post*. I advocate, as a remedy for this abuse, that postage on all sample copies be advanced to the rate of four cents a pound."

"Would you include in these abuses the use made of the second-class mails by political papers?"

"Oh, yes. Every campaign time a lot of mushroom papers start up, which it is never intended to continue after the campaign is over."

"How about the big political dailies that have such a great increase in circulation at election time?"

"If the increase is in the form of sample copies, I should certainly consider it an abuse—one which my proposed amendment to the law would remedy. But sometimes it is the custom for political organizations to subscribe to a large number of papers to be sent to lists of addresses during the campaign."

"Do you also consider that an abuse?"

"Well, yes, I do. There was formerly special provision against that in the postal law, but it was removed under the administration, I think, of Mr. Arthur."

Advertising Novelties.

From the Livingston (Mont.) *Enterprise*: An advertising folder enclosing a piece of court plaster.

From the Michigan Stove Company, Clinton street, Chicago: A match-scratcher.

From W. H. Wright, Jr., 18 Elliott street, Buffalo, N. Y.: A pink, with the printed request to "put it in your button-hole and tell your friends that you wear it in celebration of the removal of Wright, Electric Printer, to his new and commodious quarters."

CUTS THAT DON'T PRINT.

NEW YORK, June 14, 1893.

Editor of PRINTERS' INK:

The advertisements of "Cottolene" appear to be electrotyped and designed with more than ordinary skill, to render them attractive. This result is attained in such publications as use the best paper, ink and presswork. But just look at them in the dailies! There is no better printed daily anywhere than the New York *Times*. It is a model of typographical neatness, and yet the "Cottolene" electrotypes in that paper to-day is unsightly and repellent. The lines are too fine, and so the indentures are filled up long before an edition is run off, while the blank surfaces take the ink and transfer it to what should be white space on the paper.

SLUG.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, May 31, 1893.

The influence of fashion in advertising is not often, if it is ever, remarked upon. And yet there is no doubt that there is a very distinct tendency of advertisements to run in categories at a given time. A while ago I remember saying here that the feature of the hour was the use of white space, and so it was. Every one was trying all he could to boil down his advertisement into the smallest number of words, and to so arrange those few words as to leave as much unoccupied space round them as possible. There had been, before that, successive fashions for beauty in design and for ugliness. Very often you can see two or three groups of advertisements—each group typical of a fashion—and these groups will change together into some other fashion more often than they will disintegrate and go different ways. Just now there is a run on reading-matter advertising, which has affected even houses like Hudson's (Hudson's Soap), which go in, as a rule, only for display advertising. Messrs. Hudson have been prominent, lately, among those pictorial advertisers who frequently change copy. A year or two back they were conspicuous for the way they stuck to their one block—the lantern—already shown in PRINTERS' INK. A month or two ago, catching on to the reading-matter craze, they published a little story, in reading-matter type, in the *Strand Magazine*, illustrating it by pictures in the same style as those used in the editorial pages. It covered six pages, and six pages in the *Strand*, with its 300,000 or more of circulation, cost money. Of course, the little story rang in the soap pretty often; it ought to, at the price.

* * * * *

The Mariani Wine people have been using an imitative advertisement also illustrated, for their "Mariani Album"—a book of testimonials, etc. Even Blondeau & Cie, I see in *Sylvia's Journal* for June, are using this form for an advertisement, which I think they have previously used otherwise. It is a disquisition on "The Sophistication of Scents." Somehow these excellent people never seem to be able to recommend "Vinolia" without suspecting some one. I have noticed suspi-

cious-looking paragraphs showing the best railway to take for the Derby (horse-race of the year—run to-day)—but there is no telling what these may be. Conveyances, railways, steamboats and ocean lines are always in touch with the press, and even in high-class newspapers I often see a note of some railway matter, innocent enough in the eyes of the general reader, but saying as plain as double pica to the expert eye, "Free pass somewhere." Consequently, these railway recommendations may be reporters' notes, inserted by a log-rolling sub-editor, or they may be advertisements, paid for in accommodation or cash. A year or two ago, when I was editing a London weekly, I used to get rail and steamboat tickets offered me to go almost anywhere, and I have no doubt I could go to Chicago three times over, free, to-day, if I wanted to.

* * * * *

This, however, is by the way, and I may have something to say on railway and steamship advertising (usually very poorly done here) another time. But do you not notice, as something of a portent, that I—living in the heart of the advertising world here, certain by reason of my connection with PRINTERS' INK to have anything that is worth knowing brought to my notice—actually cannot tell from the face of them whether these paragraphs, which I notice so persistently of late, are advertisements or not? It amounts to just this: That of late there has been a movement in the English press—a movement in the direction of obliterating the distinction between reading matter and advertisements. You can get an advertisement inserted now, in some of the all but very best papers, in such a form that it exactly simulates reading matter, and is mixed in with reading matter, without even "advt" at the foot. It is only a year or two ago that I remember saying in one of my early letters that this could not be purchased in any English paper worth using. The times have moved since then. *Nous avons change tout cela!* You can purchase it now. I have had occasion to assist in purchasing such space to be so occupied, within the last few months, to the extent of some thousands of inches in some millions of circulation, for Dr. Williams' Pink Pills business. As a matter of business it was a very satisfactory transaction, but I will say frankly that I very much

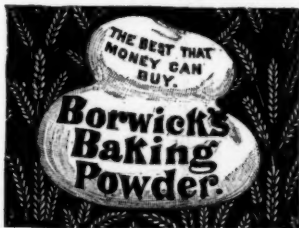
regret the change of journalistic ethics which made this satisfactory transaction possible. To my mind, in so far as the press will sell this privilege of using its editorial columns in this way, the press is unworthy of its power and of its past, and satisfactory as the thing is to me as a business man, it is a matter of great concern from the other standpoint.

* * * * *

If I were a newspaper proprietor or a newspaper editor, I would kill my paper before I would support it by the sale of the editorial columns. But, for good or for evil, the change has come about, and, in the nature of things, it is a change that cannot ever be undone. *Vestigia nulla retrorsum*: there is no going back now; but the effect on the power and *prestige* of the press will not be a good one, nor a small one either. The implicit faith of John Bull in his newspaper is being undermined, and the general effectiveness of advertising will not be benefited by the fact.

* * * * *

If there were a prize for the best design for an advertisement that should print well on the commonest paper and in the worst ink, on the worst or most rapid press, it would be difficult to beat this. Hardly anything could spoil it;



Perfectly Pure and free from Alum.

and yet, printed nicely on good paper, it looks admirable, and you need to see

it in a first-class magazine or illustrated weekly to know how well it shows up. Another block which has, or, to my eye, appears to have the extraordinary power of looking larger than it really is, is this of Rowland's Kalydor. It will be observed, on close examination, that the effect is one of perspective—the illusion of distance being produced by black lines, reduced in thickness as they come nearer the spectator, and also by the posture of the letters in "Kalydor," wherein the initial K and final R slope opposite ways, the central Y being the only letter that is straight—a device which assists the illusion named. Of course, the device is not new; similar blocks had been in use for years, but this is a striking one, and it is being strikingly used.

* * * * *

A writer in *The Studio*, a monthly magazine intended for artists, suggests as a new hobby that of collecting posters (wall-posters, that is), in the same way as some people collect book-plates, books themselves, old coins and foreign stamps. The most obvious objection is (and any one knows it who has as frequent occasion to do so as the present writer) that it is very difficult to inspect or to form a judgment upon a poster unless you can stick it up on a wall or pin it down to the floor, and, for any extensive collection, the wall or floor space would be an expensive item. However, perhaps the collectors don't want to look at their treasures, but (as is said to be the case with bibliophiles) only to excite the envy of others by boasting of them. Commenting upon the article alluded to, the *Daily News* says:

It is rather discouraging to be told at the outset that to collect English posters would be "mere childishness." We were under the impression that—without counting the reproductions of well-known pictures which of late have adorned our walls and hoardings—some clever things in this way are to be credited to English invention. Witness that humorous

PRODUCES SOFT FAIR
LOVELY SKIN

ROWLAND'S

KALYDOR

BOTTLES 4/6
1 BOTTLES 2/3

picture which used to be familiar some twenty years since, wherein a gang of burglars, who were supposed to have been spending an entire Sunday in the vain effort to pick the lock or break open the door of a certain patent safe, were seen mopping their perspiring foreheads, utterly worn out and depressed. Mr. Hiatt (the author of the article), however, gives Jules Cheret, Willette, and other eminent Parisian professors of the art of pictorial wall advertising, the preference, and reproduces some specimens of their work.

An Australian invention is thus described:

A most ingenious-general-information-automatic-machine has been set up outside one of the Melbourne railway stations. It is seven feet high and four feet broad, and will, it is said, give reliable information on quite a varied range of subjects. Touch one electric button and a list of the best hotels in the city appears; touch another and a theatre playbill slides out; a third discloses to view a list of the principal omnibus routes, and another the cab fares to the various places of interest.

This looks like advertising, but it is advertisement of a kind that can hardly be described as "bold" or censured as aggressive, since it is only forced upon the spectator on his own provocation. For this very reason, and because it would only be consulted by people who really "wanted to know," it might be good enough advertising for some things—if you could pay "on circulation," that is, so much for every thousand times the button was pressed—otherwise—poor, very poor.

OBJECTIONABLE ADVERTISING.

From the Brooklyn Eagle.

Is it not about time for the suppression of certain kinds of advertising? The mails are largely made up of postal cards and circulars of various competitors for business, and it seems outrageous that the mails should be used to annoy us as they do, and if some of our large establishments knew what a nuisance their postal cards were they would let well enough alone, and be satisfied with the newspaper advertisements, which are all that would be purchasers require. The inclosed postal card was received at my residence yesterday, and I think it a great piece of impertinence, and the postmasters should suppress such matter, as it is abuse of the mail. Here is the card:

CHICAGO, Ill., May —, 1893.

MY DEAR WIFE—While I am away I wish you to send to —, Brooklyn, and have him take up, clean and relay all our carpets. Don't have them hand clubbed in the yard, and thus annoy and lose the respect of our neighbors by deluging them with our dirt. This will give you little, if any, trouble, and if you should not wish them laid till fall, he will store them in his moth-proof room for you till you wish them relaid. YOUR HUSBY.

My wife has decided not to patronize stores that advertise by mail, and if all women will follow her example life will be less a burden, not only to them, but to servants and postmen and door bells, and oil-cloths will last longer. Another class of advertisement should be suppressed, and that is the plastering up of telegraph poles, the approaches of elevated rail-

road stations and the exterior of cars. The mania is carried too far. The Broadway cars, New York, now carry tin flags on their roofs advertising oats and cigarettes, and it should not be permitted. New York, however, is a paradise compared with Brooklyn. In Brooklyn the elevated roads not only cover the stations in and out, but have large boards against the rails the entire length of the platforms; shutting out light and air from the houses, the stairways are covered and the approaches in and out under the stairways. Is this permitted in their charter and who gets the benefit of the receipts of these disfigurements? It costs \$20 per week for one board on the stations, so you can see what the receipts from this illegal advertising is. City Hall square is a disgrace. I wish a camera fiend would take a photograph of the approach to the Boerum street station from the opposite side of Fulton street and the *Eagle* be presented with it to make a cut for publication. The City Hall has not been plastered with ads as yet, but a jockey club has the exclusive privilege of advertising on the court-house premises. Who gave them this privilege? The open cars on the surface roads are provided with two large boards on each side fastened to the uprights on which they display ads and assist in making it dangerous to board the cars while in motion. Where is this advertising craze to end?

BROOKLYNITE.

A Good Reason—"Why do you take a Philadelphia newspaper. Hicks?" queried Mawson: "It refreshes my memory," replied Hicks.—*Truth*.

SOME LEADING NEWSPAPERS.

ARKANSAS.

BAPTIST VANGUARD—A weekly, published at Little Rock, has the largest circulation rating accorded to any organ of the colored race published in Arkansas.

CALIFORNIA.

OUR HOME, San Francisco—Is given an average monthly issue of 30,330, by far the largest of any monthly in California.

COLORADO.

LEADVILLE HERALD-DEMOCRAT—Is given a higher circulation rating than any other daily in Colorado outside of Denver.

DISTRICT OF COLUMBIA.

EVENING STAR,

WASHINGTON.

Is the only daily paper in the District of Columbia the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular average daily issue for the past year of 36,986 copies.

GEORGIA.

JOURNAL, Atlanta, is the only daily paper in Georgia and its weekly edition is one of the (only twenty) weekly papers in the State the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 18,022 copies daily, and 11,086 copies weekly. This is the largest circulation rating given to any daily in the State.

ILLINOIS.

Rights of Labor, Chicago—Of the dozen papers in the country devoted to the interest of the Knights of Labor, this weekly is accorded a larger circulation rating than any other, with one exception.

INDIANA.

The *Indianapolis News* conditions payment on larger circulation than any other three dailies in Indiana combined. Average over 30,000.

American Nonconformist: Issued at Indianapolis, has a higher circulation rating than is accorded to any weekly newspaper in Indiana.

KANSAS.

TOPEKA ADVOCATE—Official State paper. Farmers' Alliance organ—credited with the largest weekly circulation rating in Kansas.

MASSACHUSETTS.

YANKEE BLADE, Boston.

No publication in Massachusetts is accorded a higher circulation rating.

Farm-Poultry, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted especially to the live stock interest, or than any other Poultry journal in the United States.

MISSOURI.

MEDICAL BRIEF, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

NEW YORK.

THE

Daily Metal Market Report, 202 PEARL ST., N. Y. CITY,

is one of the (only six) daily papers in the city the accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 400 copies.

OHIO.

The American Builder: Cleveland, is accorded the largest circulation rating of any architectural or builders' journal west of New York.

PHONOGRAPHIC WORLD, New York City, is one of the (only forty-two) monthly publications in the city the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfeit. Its record shows a regular issue for the past year of 21,742 copies. Is read monthly, from cover to cover, by hundreds of thousands of stenographers and type-writers. Libraries and associations alone subscribe for over 300 copies. Address *Phonographic World*, 45 Liberty Street, New York City.

PENNSYLVANIA.

Pittsburgh PRESS has the largest circulation rating of any daily in that city, viz: 40,964.

Colliery Engineer, monthly, Scranton, Pa.: has the largest circulation rating accorded to any paper in America published in the interest of mining. Its circulation is national.

TENNESSEE.

MEMPHIS APPEAL-AVALANCHE—Is given a larger circulation rating for its Sunday, a larger circulation rating for its Sunday and a larger circulation rating for its weekly than is accorded to any other daily, Sunday or secular weekly paper in Tennessee.

NASHVILLE AMERICAN

is one of the four weekly publications in Tennessee to which the American Newspaper Directory for 1888 accords a circulation of more than 12,500 copies each issue.

VIRGINIA.

BIBLE READER—Weekly, published at Richmond, is given the largest circulation rating of any paper published in Virginia.

Displayed Advertisements

50 cents a line: \$100 a page: 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

SUCCESS Family Magazine. Sec. a line. AMERICAN PRESS CO., Baltimore.

JOB PRINTING First-class, and no other. Printers' Ink Press, N.Y.

FREE SAMPLE COPIES AND RATES. We reach the people. THE GREAT WEST, Aberdeen, S. D.

BE INDEPENDENT. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 28 West 23d St., New York City.

LET ME SHOW YOU SOMETHING if you advertise in local newspapers. Send address. CHAS. W. HARPER, Columbus, O.

GERMANIA Magazine for the study of the German lang. and litt. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

DIRECTORY PUBLISHERS, please send and price list of your directories to U. S. ADDRESS CO., L Box 1467, Bradford, McKean Co., Pa.

HOPKINS & ATKINS, Washington, D. C. 39 years' experience. Write for information.

PATENTS Registered in U. S. and abroad. Interference and infringements conducted. Advice free. Write. Glascock & Co., Washington, D.C.

TRADE-MARKS Always pays Advertisers. Washington. New York.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

PATENT OR NO PAY. Book free. Prompt, reliable work. S. C. FITZGERALD, Washington, D. C.

21.00—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 4c. Satisfaction guaranteed. For 10c, we will mail copy of our book, "Card Etiquette." BELLMAN BROS., Toledo, O.

NEW YORK LEDGER

DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us. CHICAGO PHOTO ENG. CO.

FOLDING PAPER BOXES FOR ALL PURPOSES. WHITE'S PATENT EAGLE HFG CO. NEW HAVEN, CONN.

RAPID ADDRESSING. The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres., 314, 328 Broadway, New York City.

WATCHES

Are the Best PREMIUMS.

Address the manufacturers direct. THE PHILADELPHIA WATCH CASE CO., RIVERSIDE, N. J.

DODD'S Advertising AGENCY

Reliable dealing, low estimates, and careful service have given this agency a standing with advertisers equalled only by its influence with newspapers!

Advertisements specially prepared for our Clients.

SEND FOR ESTIMATE.

BOSTON: 222 Washington St.

NEW YORK: World Building.

THE EVENING JOURNAL,

JERSEY CITY'S
FAVORITE FAMILY PAPER.
Circulation, - - - - 15,500.

Advertisers find IT PAYS!

We make a SPECIALTY of
WATCHES FOR PREMIUMS.

WE CAN INTEREST YOU.
DROP US A LINE.

M. ROSENBACK,
34 Maiden Lane, New York.

THE
QUEEN OF FASHION

NEW YORK.

200,000 Circulation Monthly; Guaranteed.

PAGE & RINGOT, Publishers.

ADVERTISING RATES:

80 Cents per Agate line. No discounts for
time or space.
5 per cent discount for cash with order.

To advertisers who wish to reach the ladies this
is one of the best mediums in the country. Why
not try the QUEEN OF FASHION once and be con-
vinced by the returns you will receive!

QUEEN OF FASHION, 46 E. 14th Street,
(UNION SQUARE) New York City.

THE **3**

**ESSENTIALS OF A SUCCESSFUL
ADVERTISING AGENCY**

- ARE -

Ability to Write, Design and
Display striking and at-
tractive advertisements—to get
the best possible effect in the
smallest space.

Honesty to work at all times
for the advertiser; to
be ever watchful to secure him
the best possible terms or spe-
cial bargains obtainable.

Capital to pay all bills on the
day received, if found
correct; to secure the pub-
lisher from loss in the event of
failure of the advertiser.

To secure these three essentials

Advertisers should address

The Geo. P. Rowell Advg. Co.,

Newspaper and Magazine Advertising,
No. 10 SPRUCE ST., N. Y.

**BEST ADVERTISING
FOR CHICAGO.**

PUT UP
YOUR NAME
'ALONG
THE WAY

SAY
SOMETHING
TO THE
MILLIONS

COME OUT
IN THIS
FORCIBLE
WAY

AND THEY'LL
REMEMBER
IT

**MAMMOTH DISPLAYS
AT PROMINENT POINTS**

Controlled by **THE R. J. GUNNING COMPANY.**

Our method **REDUCES** the cost of **STEREOTYPING**
to the **MINIMUM.**

TIME SAVED! LABOR SAVED! MONEY SAVED!


BY PUTTING IN ONE OF OUR

**"New Model" Rapid Rotary Web-Perfecting
Newspaper Presses.**

CAMPBELL PRINTING PRESS AND MANUFACTURING CO.,
NEW YORK and CHICAGO.



***Would you
like an
Advertisement
Printed
in Colors in
THE NEW
YORK
RECORDER?***



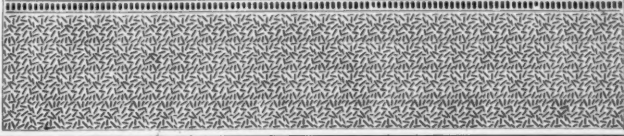
It is the only Daily Newspaper in the World that does this sort of thing, you know.

Doesn't it strike you that such an advertisement would attract attention?

And don't you think that such an advertisement would make an impression?

Only a limited amount of space is given each week to advertisements, and it is necessary to arrange well in advance.

Rates, etc., will be given on application.



POSTAL USAGES.

CASE OF "THE ELKS."

NEW YORK, June 7, 1893.

Manager Associated Industrial Press, 918 F Street, N. W., Washington, D. C.:

DEAR SIR—Enclosed we send you two leaves extracted from a paper called *The Elks*, issued from Cincinnati, but published by Wm. P. Atkinson, 10th and State streets, Erie, Pa., and entered in the post-office at Erie as second-class matter.

We desire to learn from the Third Assistant Postmaster-General whether a paper published as second class matter at one place may be entered and mailed at another. We desire also that you will call the attention of the Third Assistant Postmaster-General to the proposal made on page 88, which reads: "For three dollars you can secure a beautiful bound copy of the 'Elks' Annual Register,' finished in gold and morocco, and *The Elks* paper for one year."

What we want to know is whether it is proper for a publisher of a paper, distributed in the mails as second-class matter, to offer to sell his paper in connection with a book, demanding and receiving for the two a sum equaling only the price charged for the book without the paper. Your reply will oblige

PRINTERS' INK,
10 Spruce Street, New York.

WASHINGTON OFFICE,
THE ASSOCIATED INDUSTRIAL PRESS,
918 F Street, Northwest.

EDWARD A. OLDHAM, Gen'l Manager.
Special News, Reports from Every
Quarter, Covering Every Line of
Trade, Business or Specialty, Supplied
to American and Foreign Class Jour-
nals by Wire and Mail. All Lan-
guages. Representing in Washington
the National Press Intelligence Co.
of New York. June 9, 1893.

Publishers of PRINTERS' INK:

The Third Assistant Postmaster-General, when shown the accompanying pages extracted from *The Elks*, issued from Cincinnati, but published by William B. Atkinson, 10th and State streets, Erie, Pa., and entered in the post-office at Erie as second-class matter, and was asked "if a paper published as second-class matter at one place could be entered and mailed at another," very politely offered to treat the question to official examination, but that he would not undertake to pass judgment upon the case at that moment. He again referred our representative to Mr. Fountain, who was seen. That official answered the interrogation above with an emphatic negative, but he said, so far as this particular instance was concerned, there were a number of phases that would bear upon the matter, and would require consideration. If the main business office of the publication was at Erie and the office at Cincinnati was simply a branch, he thought no law was being violated, but if the main office was really in Cincinnati, then the publication ought not to be permitted entry at second-class rate from Erie, where it was printed.

The proposition on page 88 of the detached pages of *The Elks* was shown him, and the question was put, "Is it proper for a publisher of a paper, distributed in the mails as second-class matter, to offer to sell his paper in connection with a book, demanding and receiving

for the two a sum equaling only the price charged for the book without the paper."

Mr. Fountain was evidently not prepared to go on record with a hasty utterance on that question. As he looked at the offer in question both of the assistants in his office appeared to have a sudden interest in the matter, and looked up from their work at their chief, who finally said that he would not lay down an opinion on this question without further examination, but he would say that he "thought it would be best for the publisher not to make such an offer."

It is fair to add that our representative found Mr. Fountain a very obliging gentleman, who displays courtesy and patience in the consideration of matters presented to his attention, and an apparent desire to be fair in his decisions, but there is no doubt of the fact that he, and the whole Department, are embarrassed at times to successfully construe the old laws of the postal service that bear upon new conditions—conditions that were not dreamed of when the laws were created. No class of people will be more thankful than the post-office officials when a more modern set of postal laws are enacted. Very faithfully,

ASSOCIATED INDUSTRIAL PRESS,
(Dictated.) Per Manager.

NEW YORK, June 12, 1893.

Manager Associated Industrial Press, 918 F Street, N. W., Washington, D. C.:

DEAR SIR—In your letter of June 9th, referring to the practice of the publisher of a paper called *The Elks* of giving a year's subscription free to a man who paid \$3 for a book, which question you submitted to the Third Assistant Postmaster-General, for the purpose of learning whether or not it infringed any law, you report that the clerk to whom you were referred (Mr. Fountain) would not decide the question without further examination, but "would say that 'he thought it would be best for the publisher not to make such an offer.'"

We would like to have you ascertain (if you can), for the information of the public, whether it is the custom of the Department to interfere with the practice of a publisher in cases like the one cited above, before arriving at a positive opinion on the point in question. Your reply will oblige
PRINTERS' INK.

WASHINGTON, D. C., June 14, 1893.

Publishers PRINTERS' INK:

When Mr. Fountain was presented with the interrogation embodied in yours of the 12th, to-wit, whether it is the custom of the Department to interfere with the practice of a publisher, in cases like the one already cited in reference to *The Elks* paper, before arriving at a positive opinion on the points in question, that official declined to answer, and furthermore replied that he would "have to be excused from further answering questions relative to second-class matters, except officially." He said that communications should be addressed to the Third Assistant Postmaster-General, and when it had reached him (Mr. Fountain) "he would give the matter the earliest practicable attention consistent with the other work of the office."

We regret not being able to induce the Department to give us a direct response, but we have done the best possible under the circumstances. Very faithfully yours,

ASSOCIATED INDUSTRIAL PRESS,
Per Manager.

CASE OF THE N. Y. "TRIBUNE."

NEW YORK, June 9, 1893.

Manager Associated Industrial Press, 918 F Street, N. W., Washington, D. C.:

DEAR SIR—On the 6th of June we asked you to learn the views of the Third Assistant Postmaster-General's office on a proposal issued by the *Press*, of Greensburg, Pa., to send its weekly and the New York *Weekly Tribune* to subscribers at the regular subscription price for the *Press*, thus giving the *Tribune* free.

You report that Mr. Fountain, the clerk to whom you were referred, said that the making of the offer contained therein did not necessarily violate any law of the Department. Upon being asked if the "nominal subscription" clause was encroached upon, he said he wasn't quite sure of that, but he supposed not, as the big city weeklies (annexes of daily journals) could afford to offer small publishers their paper at so moderate a cost that the two could be clubbed together at very near if not the exact price of one—the smaller paper.

We now desire you to exhibit to Mr. Fountain the enclosed copy of the *National Advertiser*, a newspaper for advertisers, published in this city and entered at the New York post-office as second-class matter, and learn from Mr. Fountain whether it would be as proper for a paper like the Greensburg *Press* to make the same arrangement with and offer the *Advertiser* on the same terms as the *Tribune*, and if not, what the points are that constitute the difference which excludes one paper from a right belonging to the other. Your attention will oblige PRINTERS' INK.

WASHINGTON, D. C., June 12, 1893.

Publishers PRINTERS' INK:

GENTLEMEN—When Mr. Fountain, of the Post-Office Department, was shown the copy of the *National Advertiser* and asked if it could, with equal propriety, make the same arrangement with the Greensburg, Pa., *Press* whereby the *Press* should offer the *Advertiser* on the same terms as the New York *Tribune's* weekly edition, that official said that was a case that would have to be looked into first; that surrounding circumstances would have much to do with it. He thereupon narrated an anecdote of the young physician who, upon discovering that pork and beans did not throw his convalescing Dutch patient into a relapse, prescribed a dish of the same for an Irishman he was attending, resulting in the immediate death of the latter. To apply this illustration, it would have to be seen by the Department that the *National Advertiser* was making this sort of a clubbing arrangement as a means of increasing its list of subscribers, and not for the sole purpose of increasing its circulation for advertising betterment.

Mr. Fountain did not leave the impression with our representative that such a course on the part of the *Advertiser* would directly violate any recognized regulation of the Department, but that the infringement, being so near an evasion of the intention of the regulation, that the Department would more than likely be impelled to investigate the case, with a possible, if not a probable, unfavorable result to the *Advertiser*.

Very faithfully yours,
ASSOCIATED INDUSTRIAL PRESS,
Per Manager.

NEW YORK, June 13, 1893.

Manager Associated Industrial Press:

DEAR SIR—Referring to your letters of June 7th and 9th, concerning the right of a class paper, the *National Advertiser*, to do what is permissible for a political weekly, the New York *Tribune*, you report Mr. Fountain, the clerk in whose Department such questions are considered, as saying that in the case of the class paper the Department would have to look into the surrounding circumstances: "It would have to be seen by the Department that the *National Advertiser* was making this sort of a clubbing arrangement as a means of increasing its list of subscribers, and not for the sole purpose of increasing its circulation for advertising betterment."

Upon receipt of your letter a representative of PRINTERS' INK interviewed Mr. George W. Best, the advertising manager for the *Weekly Tribune*, and learned that the scheme for clubbing the *Tribune* with other papers originated with him; that he got it up for the purpose of securing a big circulation, and that it has succeeded, having more than 170,000 names on its list the last time a count was made.

HIS SOLE OBJECT in wishing a big circulation was to make the paper worth more to advertisers. By making the paper worth more to advertisers, the profits on the advertising, he estimated, would, and it does, in fact, more than make up for any loss resulting from furnishing the paper at less than cost.

The price at which the paper is furnished is 25 cents a year, and as an additional consideration, a six-inch advertisement of the *Tribune* appears in the paper entering into the clubbing arrangement.

The cost of making, printing and mailing the *Weekly Tribune* is more than 25 cents.

At this point Mr. Tuttle, the business manager of the *Tribune*, was called in and confirmed the above statement.

Will you kindly present these facts to Mr. Fountain, and ascertain whether they bring the practice of the *Tribune* into conflict with any postal law or regulation.

You will perceive that what the *Tribune* is doing is exactly what Mr. Fountain is inclined to think—that the *National Advertiser* may not do.

If Mr. Fountain still thinks that the practice is right for the *Tribune*, although probably wrong for the *National Advertiser*, will you endeavor to learn, if you can, what is in Mr. Fountain's mind that gives to a political journal a right which would not, to the same extent belong to a class journal.

Your reply will oblige

PRINTERS' INK.

NEW YORK TRIBUNE, }

NEW YORK, June 14, 1893. }

Publishers of PRINTERS' INK:

GENTLEMEN—In reply to your inquiries, the combination subscription arrangement now in force between the New York *Weekly Tribune* and a select list of country weekly newspapers was made by me, and has been under my charge for the past year.

The general plan is to furnish the *Weekly Tribune* to country publishers at a price which enables them to offer it as a premium with their own paper, in order to add largely to their subscription lists.

The object of this offer was to increase the circulation of the *Weekly Tribune*, and consequently extend its influence and add to the revenue from advertising receipts.

Yours very truly,

GEO. W. BEST.

PAPERS EXCLUDED WITHOUT NOTICE.

A SYSTEM COMPLAINED OF BY CONGRESSMAN CUMMINGS IN HIS RESOLUTION CALLING FOR AN INVESTIGATION OF WANAMAKER.

NEW YORK, June 13, 1893

Manager Associated Industrial Press, 918 F Street, N. W., Washington, D. C.:

DEAR SIR—We desire that you will direct the attention of the Third Assistant Postmaster-General to the fact that Hon. Amos J. Cummings introduced a resolution in the House of Representatives, December 12, 1892, in which it was stated that it had been charged that "clerks in the Post Office Department are in the habit of excluding newspapers from the privileges of being carried in the mails as second-class matter, without previous notice to the publisher that such action is intended," and "That it has been made apparent that it is impossible for a publisher to obtain redress unless the Department clerk will relent."

In your letter of May 20th, written in answer to ours of May 10th, making inquiries about the case of the Cincinnati, Ohio, *Times-Star*, you reported that Chief Clerk Madison Davis, of the Third Assistant Postmaster-General's office, informed you that if, upon investigation, the case seemed to be as stated, the *Times-Star* would be informed that it is violating the regulations, etc.

In our letter of June 9th we again directed attention to this matter, stating to you that in the latter part of the year 1891 PRINTERS' INK issued a proposition which, it has since appeared, was under consideration by the Department for about three months, during which time the publishers were permitted to go on, entering into contracts by which they became bound to a large amount, and that finally, *after their proposition had expired by limitation*, the Department excluded the paper from the mails, without having at any time objected to the plan.

In your letter of June 12th, written in answer to ours of June 9th, you report that you were finally referred to Mr. Fountain, who informed you in substance "That each case had to be decided upon its individual merits, without any other similar case bearing upon the result; the motive and the animus ought to be ascertained in every instance."

Mr. Fountain's admission appears to sustain the charge set forth in Mr. Cummings' resolution, and it seems to us that the new Third Assistant Postmaster-General will feel under obligation to you for bringing this condition of affairs to his notice.

Certainly, if each case has to be decided upon separately, and the ground of admission or exclusion in one case will have no bearing upon another, the unfortunate publisher who is undergoing an investigation is very much at the mercy of the clerk, as was set forth in the Cummings resolution.

If the Third Assistant Postmaster-General will read Mr. Wanamaker's nineteen pages of answer to the charges in Mr. Cummings' resolution, as printed in the Official Postal Guide for March, he will observe that, while seeming to deny the charges, he, in effect, admits the truth of each and every one of them. We are, etc., etc., PRINTERS' INK.

CASE OF THE "HEARTHSTONE."

NEW YORK, June 7, 1893.

Manager Associated Industrial Press, 918 F Street, N. W., Washington, D. C.:

DEAR SIR—We enclose herewith a letter received from Messrs. J. L. Stack & Co.,

newspaper advertising agents, of St. Paul, Minn.

You will observe that they guarantee that the *Hearthstone*, of New York, will print and mail over 600,000 copies per issue, and that they solicit advertising on that basis.

We should like to know whether a legitimate publication, making such a guarantee for the purpose of inducing advertising, forfeits its right to carriage in the second-class mails.

Will you please make this inquiry from the Third Assistant Postmaster-General, and forward us your report of the interview, together with your bill for the service. Please ascertain whether it would make any material difference whether the guarantee is issued by the publisher personally or by his advertising agent instead. Very respectfully,

EDITOR OF PRINTERS' INK.

THIS IS THE ANNOUNCEMENT.

J. L. STACK & CO.,
NEWSPAPER ADVERTISING AGENTS,
ST. PAUL, MINN., May 22, 1893.

GENTLEMEN—If your contract is about expiring, or you are not using the *Hearthstone*, of New York, we would suggest your making contract with us for that publication previous to July 1st. On that date their rates will be advanced from \$1.75 per agate line to \$2.50 per line, with discount of 12 per cent. for yearly orders. They have now a subscription list of 500,000 copies per issue. Beginning with September they guarantee to print and mail over 600,000 copies per issue. We have had many flattering reports in regard to this medium, and we have no hesitancy in urging you to make contract, taking advantage of the present rate. Yours truly,

J. L. STACK & CO.

WASHINGTON, D. C., June 13, 1893.

PUBLISHERS' PRINTERS' INK:

Our representative, with a memorandum from your letter of the 7th, called at the Post-Office Department and saw Mr. Fountain. The proposition of the *Hearthstone*, offering a guarantee of 600,000 copies per issue, as a means of inducing advertising, was brought to his attention, and the question was put if any legitimate publication, making a similar guarantee for the purpose of inducing advertising, would thereby forfeit its right to carriage in the second-class mails.

He said that he regarded "publishers' notices" as so much "buncombe," that the statements as to extraordinary circulations or guarantees of unusually large editions were not claimed or acknowledged when the Department officials had broached the subject to the editors.

He referred to an instance where a publisher made a claim or offer similar to that now made by the *Hearthstone*, and when written to by the Department, he replied that the statement called into question was one intended purely for advertisers, leaving an inference, if not a positive statement, with the Department that he had not issued anything like the big edition he had claimed when talking for prospective business.

Our representative concluded from his conversation with Mr. Fountain that all a publisher had to do, in order to escape the cudgel of the Department in a case like this, was to claim that he *didn't mean what he had said*, and that no such editions were printed.

Mr. Fountain said it made no material difference whether the guarantee is issued by the publisher personally or by his advertising agent instead. Very faithfully yours,

ASSOCIATED INDUSTRIAL PRESS,
(Dictated.) Per Manager.

CASE OF THE "AMERICAN ADVERTISER REPORTER."

WM. G. RAINES, Counsel.
United States Life Insurance Company, }
Atlanta Building,
WASHINGTON, D. C., June 10, 1893. }

Publishers of PRINTERS' INK:

On the 3d of June I addressed the following letter of inquiry to the Postmaster-General of the United States: "I beg to submit herewith a copy of a book called the 'American Advertiser Reporter,' published annually in New York, and which is not sold to subscribers but loaned, merely, at \$20 per annum, together with a copy of a weekly paper also called the *American Advertiser Reporter*, being 'a publication for publishers and advertising managers,' which is regularly furnished to all subscribers to the book, the subscription price being covered by, and included in, the one charge of \$20, requesting your opinion thereon for purposes of information in the following regards:

1st. Is a paper so published, if in this way chiefly it obtains its subscribers, entitled to be mailed at pound rates of postage?

2d. If it is granted that the credit ratings therein regularly published afford the main inducement to subscriptions, is the paper entitled to mailing privileges of the second class?

3d. Is there such irregularity, impropriety or illegality in thus selling or loaning these two publications at the lump price of \$20 as necessarily to exclude the weekly paper from the benefits of postage rates on matter of the second class?

4th. If it is granted that the loan of the book is regarded as a premium to gain subscribers to the weekly paper, who pay the \$20 chiefly to have the benefit of its weekly credit ratings, then is it entitled to 'second-class' postal privileges?"

To-day I received the following reply from Hon. Kerr Craige, Third Assistant Postmaster-General:

POST-OFFICE DEPARTMENT,
OFFICE OF THE THIRD ASSISTANT POSTMASTER-GENERAL,
WASHINGTON, D. C., June 9, 1893.

Mr. W. G. Raines, Washington, D. C.:

SIR—Your letter of the 3d inst., relative to the status of the weekly issue of the *American Advertiser Reporter*, published by the American Association, of New York City, in connection with an annual volume bearing the same title, has been received.

In reply, I beg leave to state that, after a careful examination of the character, purpose and manner of circulation of the weekly issue, the Department is of opinion that it is not such a periodical as the law contemplates shall pass in mails at the second-class rates of postage.

The postmaster at New York has been instructed to require third-class postage on all copies hereafter offered for mailing at his office.

This action appears to fully cover the scope of the several interrogatories submitted in your letter. Very respectfully,
KERR CRAIGE,
Third Assistant Postmaster-General.

While the above letter does not embody the reasons in detail upon which the opinion is based, it is evident that the authority for this official action is Paragraph 3, Section 280 of the United States Postal Laws and Regulations, and that the weekly paper is officially regarded as published as an addenda or supplement to the book, and that it is issued rather as an adjunct of the main or private business of its publishers; and, further, that its circulation obtained in this way is such that the paper must be deemed to be furnished gratuitously to subscribers; while its credit ratings are classed as "advertising" matter, under said Par. 3, Sec. 280, P. L. and R., and so characterize the paper as to exclude it from the mails as second-class matter, even if the other reasons noted above did not maintain, as they do, against its admission to the second class.

Respectfully yours,
W. G. RAINES,

Any Publisher

who is thinking of making any sort of special offer, for the purpose of booming his subscription list, will do well to inform himself whether the plan is likely to get him in trouble with the Post-Office. We have published a pamphlet containing the results of investigations of the second-class postal law, conducted by us along different lines. It will be sent to any address upon receipt of

A Two-Cent Stamp.

— ADDRESS —

PRINTERS' INK, 10 Spruce Street, New York.

Miscellanies.



ANOTHER VERSION OF "BEFORE AND AFTER TAKING."

—Puck.

A Duplication—"Mr. Liner," said the editor to his new reporter, "be careful to avoid tautology."

"Yes, sir."
"In this report you speak of Mr. Darley as a wealthy and influential man."—*Truth*.

The Wrong Implement.—(Rev. Mr. Culpepper has called to place the parish advertising for the year.)

The editor—"Yes, sir; very glad of your continued patronage, sir. Thomas hand me that file I had just now."

The New Boy (who doesn't know a file from an ostrich)—"Is this it, sir? It's th' last thing you used." (Hands up whisky bottle.)—*Judge*.

A Doubting Thomas.—Mrs. Meadow: The paper says it'll rain to-morrow.

Farmer Meadow—It does, eh! Well I hain't much faith in those newspaper predictions. What does the almanac say?—*Puck*.

City Editor.—How was it that Herr Haubranski, the great reformer, failed to speak at the Anarchist meeting last night!

Reporter—Well, he was present, but when he discovered that some one had placed a pitcher of ice water on the speaker's desk, he felt insulted and left the hall in a rage.—*Raymond's Monthly*.

A Practical Little Wife.—Neighbor: You've got a lovely bedroom now with this new carpet. Just put it down, didn't you?

Hostess—Yes, just through.
Neighbor—I thought so from the tacks scattered around the floor. You ought to pick them up before night or your husband will be stepping on them.

Hostess—No, let them stay. My husband is a newspaper humorist, and every time he steps on one he'll think of some new joke about it. I hope he'll make enough out of them to pay for the carpet.—*N. Y. Weekly*.

A Boom.—Editor *Bungtown Bugle*: What circulation are we claiming now?

Foreman—Nine hundred.
Editor—Better claim nine hundred and fifty this week, I got two new subscriptions to-day.—*Puck*.

"I Hate Serial Stories in Magazines," said she.

"Why?" I asked.
"Because," she replied, "you can never tell how they are going to turn out till you've read 'em through."—*Harper's Bazar*.

Dentist (sadly)—I am very sorry for that reporter.

Jones—Why, doctor.
Dentist—Well, he'll never be any good in his business again. I've just been operating on him and had to kill his nerve.—*Ex.*

A Living in a Dead Town.—Stranger: Seems to me this is a dead town.

Editor—It is.
Stranger—How do you manage to make a living out of it?

Editor—I'm coroner.—*Atlanta Constitution*.

A Fatal Defect.—Editor: No, sir; we cannot accept your story, "The Maniac Violinist." It is a good one in some respects, but it has one fatal defect.

Author—What is that?
Editor—You do not mention that his favorite instrument was "a genuine Stradivarius."—*Puck*.

At the Madhouse.—Visitor: Who is that dignified, stately man with the white side-whiskers?

Keeper—He used to be the editor of one of our great dailies.

Visitor—Ah, indeed! And how does he occupy his time here?

Keeper—Writing prose pastels.—*Truth*.

Literature As It Is.—Foreman of the editorial room (to office boy): Here, Jim, skate up to Flora Jean Bibsey, tell her we want two yards more of mush about factory girls and millionaires. Ask her to write it while you wait. Drop in at Riley's saloon and if Capt. Shivers isn't in a state of alcoholic coma, tell him to rattle off a good detective story. We will mail him his check for \$1.30 next week.—*Raymond's Monthly*.

Local Journalism.—Managing Editor to City Editor: "How many people will you quote to-morrow as making favorable comment on the fact that our paper was a column larger than usual to-day?"

C. E.—"How many do you want?"

M. E.—"Not less than fifty and make them strong."

C. E. to office boy—"Peter! Write about fifty three-line notices of what people think about our paper to day. Use the names of all prominent people you can think of, and put some ginger into what you write."—*Weekly Journalist*.

A Cautious Preliminary—"I want to see the editor," said the man with a club. "Is he in?"

"Yes, he is in," replied the intelligent office boy, "but you had better step into the room adjoining first, and see Mr. Coke. He's a lawyer."

"What on earth do I want to see a lawyer for? It's the editor I came to see, and I'm going to thrash him."

"Yes, that's all right; but still you might do well to see the lawyer first. You might want to make your will. After you have seen the editor you may not be able to."—*Brooklyn Life*.